

Artificial Intelligence and Entrepreneurship: Implications for Venture Creation in the Fourth Industrial Revolution

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Abstract

This article explores the ways artificial intelligence (AI) may impact new venture processes, practices and outcomes. We examine how such technology will augment and replace tasks associated with idea production, selling, and scaling. These changes entail new ways of working, and we consider implications for the organizational design of entrepreneurial ventures. While AI can enhance entrepreneurial activities, liabilities stem from this technological leverage. We advance a research agenda that draws attention towards negative social and economic implications of AI, particularly for more traditional small firms at risk of disintermediation in an AI economy.